



100TH ANNIVERSARY

EST

SPRING KICKOFF

1924

★ ★ **BBQ PARTY** ★ ★

PLAYBOOK

YOUR GUIDE TO EXECUTE



SATURDAY
MARCH 23RD
11^{AM}-2^{PM}

Party Playbook

2024 In-Store Parties

Experiential Marketing continues to be a focus for Ace's strategic growth within the Famous for Four categories. The power of our Best Brands and legendary customer service of our Red-Vested Heroes helps to drive engagement and conversion. Hosting in-store events also allows them to showcase both their incredible product knowledge and helps the customer get everything they need to ensure an enjoyable after-purchase experience.

Results: Stores that hosted events in 2023, saw these positive impacts:

+13.3%

Avg. Sales Per Store

+11.9%

Avg. GP\$ Per Store

+8.4%

Transactions

Avg \$ Sales: Participating Compared to Non-Participating Stores

BBQ VENDORS		BBQ MCs	
BGE	+22%	868 Grills & Smokers	+22%
Blackstone	+33%	869 BBQ Tools/Parts/Accs	+33%
Traeger	+61%	870 BBQ Fuel & Accs	+61%
Weber	+65%	873 BBQ Sauces & Seasonings	+65%
		All BBQ MCs	67.3%

Still need to sign up for 2024 parties? Scan below!

Sign Up for 2024
Parties Today!



For more information be sure to check out the In-store Parties & Demo Page on ACENET:

<https://acenet.aceservices.com/marketing/promotions/in-store-parties-and-demos>

March Spring Kick Off Party

This is the first of seven in-store BBQ focused events that will kick off 2024! The March Spring Kickoff Party is all about firing up the grills and getting your yard in check for Spring!

Saturday, March 23rd from 11-2 PM is our Spring Kickoff Party. This event will be backed by best brand demos and promotions from Scotts, including the Scotts Ace Rewards Bonus offer! Get your customers thinking for the whole season by highlighting competitive offers from Scotts. Showcase your outdoor power assortment with EGO, STIHL and Milwaukee. The Spring Kickoff Party Playbook will show you how to execute this event flawlessly!

DEMO BRAND RECOMMENDATIONS



CRAFTSMAN



GRILL FEATURE



Weber® Genesis®
SA-E-330™ Gas Grill
8037939, 8037946

Weber® CRAFTED
Outdoor Kitchen Grill
Accessories
8041568, 8047912, 8050088,
8050089

SAUCES & RUB FEATURE



8017719

8562050



Food Safety and Other Helpful Info

How to Serve Safe Food and Comply with Local Health Department Regulations

Keeping the cooking and sampling area impeccably clean is crucial to serving safe food and ensuring customers trust in our demo serving. It also helps with compliance with local health department rules and regulations. Make sure to keep your hands and uniform clean, as well as practice proper handwashing, and safe food storage and holding. Follow these additional guidelines to keep you and your customers safe during this event:



Prepping for Your Event

Partner with your local health department to create a health plan for demos. Once they see that you have this well planned, they will be there to support you in your demo endeavors.

Plan your demos for the year and submit them all to the health department at once with your sanitation plan, layout and other required documents.



Understand Your Event Plan

What food are you sampling?

- Nonperishable – crackers, nuts, etc.
- Low Risk – Fully cooked foods or heat-and-serve foods
- Medium Risk – Partially cooked foods; some raw ingredients
- High Risk – All raw ingredients and raw prep

Where was the food purchased?

What kind of storage/prep is required?

- Food storage before demo
- Prep before demo
- Storage during demo



Things to Have on the Day of:

- Temperature log for hot and cold temperature tracking
- Handwashing station – see example of layout on page 4
- When possible, use disposable serving utensils
- Proper use of gloves
- Proper food serving techniques
- Proper food handling steps
- Hand sanitizer out for customers and associates (food grade and food surface contact). You can buy pre-mixed sanitizer.
- Fire extinguisher

Food Safety and Other Helpful Info

Things to Remember:

- Not all health departments require permits; check with your local area to see what is required
- Once permitted, frame and display the permit for your customers to see
- Even though a locale may not require a permit for a demo, you should still maintain safe food handling and serving procedures
- Check with local health department for food handler's classes; having your ambassador take a class may not be required but is always a good idea
- Some food handler's classes are available online
- Once they have passed the class, frame and display the food handler's card at the demo
- Planning your events for the year is a good way to get your local health department involved and show them your plan for doing demos

Note:

- If you can't serve samples because of health department concerns, you can still demo your grills without having to cook. Turn on the Traeger to smoke and show off; turn on the Weber; or fire up the Big Green Egg.
- Keep all grills below 250 degrees to enhance the smoking of the grills. Always be sure to place signs that state "CAUTION: HOT GRILL." Getting the senses going with smoke is the start of the conversation around grilling.

Another way to showcase your grills is to cook lunch for your associates. You don't need to sample food to sell grills; smoke will create the buzz and curiosity.

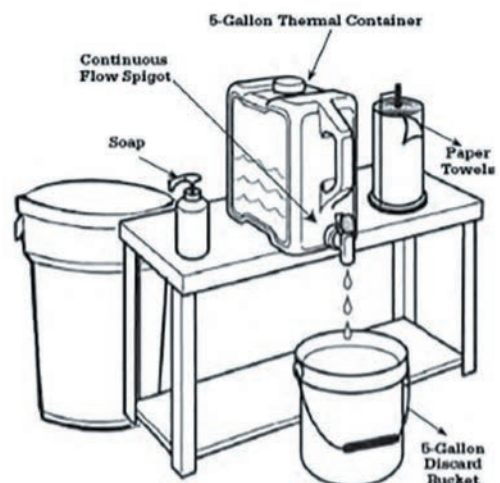
Acceptable Handwashing Station for Temporary Food Vendors

Proper handwashing is critical to preventing foodborne illness. Hands must be washed before starting work, after handling raw meat, after using the restroom and any other time hands become soiled. The handwashing station must be set up prior to beginning food preparation or service, and should be located where it's easily accessible and convenient for all temporary food workers.

Setup

Required Items:

- A five-gallon or larger insulated container filled with warm water (100°F–120°F) for handwashing delivered through a spigot or spout that is continuously flowing. (No push-button spigots.)
- A container for wastewater retention (i.e., five-gallon bucket), which must be disposed of into an approved sewer or wastewater system once full.
- Hand soap and paper towels (sanitizers DO NOT replace handwashing).



Wash Hands Before: Starting to work | Handling Ready-to-Eat Food

Wash Hands After: Using the Restroom | Sneezing | Coughing | Touching Raw Food | Touching Face or Hair | Eating or Drinking | Emptying Garbage | Smoking | Any Chance of Contamination

Demo Ideas from the Best Brands and Famous for Four Categories

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BBQ Demo

Grilled Chicken Quarters

Chef Jason K. Morse, CEC | Ace Hardware Grill Expert | Owner, Chef J's BBQ Provisions

Yield: Serves 6 People

Prep time: 35 Minutes (5 Minutes Prep and 30 Minute Marinade)

Cook time: 15-20 minutes

Ingredients

- 6 ea Chicken Legs, Quarter, Skin On
- 3 tbsp Canola Oil
- 4 tbsp Chef J's Rub-A-Dub Seasoning, or to Taste
- 1/2 Cup Blues Hog, Championship BBQ Sauce
- 1/2 Cup Blues Hog, Original BBQ Sauce



Cooking Directions

1. Please read all Manufacturer's Instructions before using any grill or cooking tool
2. Ensure grill is clean, grates are clean and drip tray is wiped clean. Replace drip tray pan if needed
3. Chicken Leg Quarters are available at most grocery stores in the meat case, or ask your local butcher
4. Place chicken into a medium sized mixing bowl and lightly oil to coat
5. Season with Rub-A-Dub and adjust seasoning if needed
6. Allow chicken to sit, covered, in the fridge for 30 minutes
7. Mix sauces together and hold
8. Heat Weber to 350° F
9. Place the chicken onto the grill grate, meat side down and cook on the first side for about 5-7 minutes
10. Open the grill and flip the chicken
 - Close the lid
 - Cook on the skin side for 5-7 minutes
 - Open grill and check temperature of the chicken, desired temp for basting is 155° F
 - Continue to carefully flip chicken and alternate cooking on both sides until chicken reaches 155° F
11. Once chicken has reached 155° F flip to skin side and baste with sauce on the skin side
12. Close grill and cook for 3-4 minutes to set sauce
13. Open grill, flip chicken and baste the other side of chicken
14. Close grill and cook for 2-3 minutes to set sauce
15. Ensure chicken is fully cooked to 165° F internal temperature
16. Remove from the grill and place onto a serving platter

BBQ Demo

BBQ Sauce Tasting Station

Here are some ideas for helpful products to use when creating a tasting station at your grilling demo!

Tip: Put sauces/rubs on the table for easy impulse purchases after tasting



Squeeze Bottles

SKU 8083956 | \$1.77 (1 pk)



Sampling Spoons

SKU 66040 | \$2.08 (48 pk)



Pretzels

SKU 9388869 | \$7.82



BBQ Sauces

From your assortment



Napkins

SKU 6000003 | \$3.19 (200 pk)



Lysol Wipes

SKU 1018488 | \$4.31

Prices subject to change.

Lawn and Garden Demo



- Fertilizer 4 Step (Regional)- Show all four Step bags on table, have extras handy for purchase. Have a spreader next to or on the table to show how to spread it. Set to 3-1/2 but also show customer where to find settings on back of bag. Customers can "Step in" at any time. If they miss a step, they can start at the next step and keep going. All are safe for any grass type.
- Grass Seed Repair (EZ Seed)- have EZ Seed on table. Shaker jugs can be spread by shaking. Bags are applied with a spreader. Include images of damaged grass and how it can be repaired. Great for damage done by dogs.

Get them thinking for the entire season: highlight the Ace Rewards Scotts Brands Bonus Offer! Ace Rewards customers that spend \$150 or more on Scotts brands receive a \$25 bonus reward!

Power Demos



M18 FUEL™ BLOWER Demo Best Practices

Cardboard Box



Shipping Tape



MDF Board



Standard Brick



M18™ High Output™
8.0 Battery
48-11-1880



M18 FUEL™ Blower
2724-20



Demo Set-Up:

- (1) Cardboard Box (roughly 12" x 9" x 6")
- (1) MDF Board (roughly 2' x 4')
- (2) Standard Bricks
- (1) Shipping Tape to keep the box open

Demo:

- Tape Cardboard Box open
- Place (2) Standard Bricks inside
- Place filled Cardboard Box on top of MDF Board
- Attached M18™ High Output™ 8.0 Battery
- Pull the Trigger and see the power of the blower

KEY TAKE-AWAYS:

- **POWERSTATE™ Brushless Motor:** Delivers more power under load and longer motor life
- Power to clear from 15' away
- Full Throttle in Under 1 second



CRAFTSMAN®



CRAFTSMAN V20 Gardening Auger (7027244)

• Supplies/Tools Needed

- 7027244
- (2) Fully Charged V20 Batteries (2827590 Recommended)
- (1) Large Gardening Pot Or Flower Bed, Filled With Soil
- 7028088 Weeding Attachment (Optional)

• Demo Set Up instructions

- Fill Pot Or Flower Bed With Soil
- Associate Digs Holes Using Powered Auger

• Top 3-5 features of the product (talking points to customer)

- Up To 165 Holes Per Charge
- Weeder Bit Attachment Available, Quickly Removes Weeds
- Part Of Rapidly Growing CRAFTSMAN V20 System – 100+ Solutions And Growing

• Indoor/outdoor options (if applicable)

- If Outdoor, Search For Garden Bed With Weeds. Using Weeder Attachment, Remove Weeds (Place Center Spike In Center Of The Week, Pull Trigger)

Power Demos Continued

DEWALT



NEW
AT
ACE

DEWALT 20V MAX Brushless 8" Pruning Chain Saw (7027274)

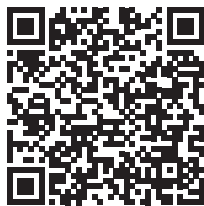
• Supplies/Tools Needed

- 7027274
 - (1) Fully Charged 20V Batteries (2408789 recommended)
 - Saw Horse (2017719 Or Similar), Log Saw Horse If Available
 - Clamps (If Using Standard Saw Horse), 2360279 Or Similar
 - Pressure Treated 4x4
 - Bar & Chain Oil
 - PPE (Gloves, Safety Glasses, Chainsaw Chaps)
- #### • Demo Set Up instructions
- Set-Up Log Or 4x4 Into Saw Horse, Secure With Clamps If Using Standard Saw Horse
 - Fill Saw With Bar & Chain Oil
 - Associate Wears Proper PPE
 - Associate Makes Cuts Into 4x4 – Demonstrate Both Up & Down Cuts
- #### • Top 3-5 features of the product (talking points to customer)
- Up to 70 cuts per charge on 4x4 pressure treated wood with 3 Amp Hour Battery
 - Tip Guard Assists With Up Cuts
 - Part of 20V MAX System With 300+ Solutions And Growing
- #### • Indoor/outdoor options (if applicable)
- Recommended As Outdoor Demo Due To Wood Chips

Resharp Demo

Resharp Machine- Do you carry Resharp?

Bring the sharpening machine front and center and sharpen a couple of knives for demonstration



For more information on Resharp: Scan QR code



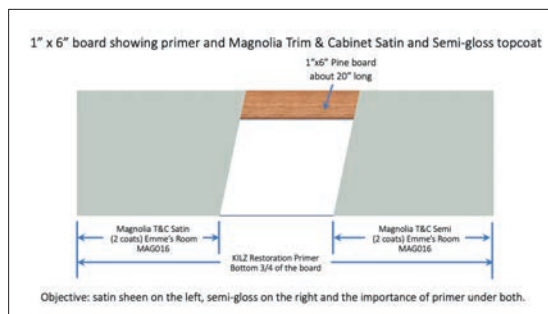
Magnolia Home by Joanna Gaines® Paint Demo

Magnolia Home by Joanna Gaines Trim, Door & Cabinetry Flow & Level in Satin and Semi-Gloss Sheens









This demo will highlight the flow & leveling features of Magnolia Home Trim, Door & Cabinetry paint. This demo will also show off the two sheens available in Magnolia Home Trim, Door & Cabinetry paint.

This demo is intended to help the associate communicate the features and benefits of using a TD&C product on surfaces like trim, doors, and cabinets where a harder finish is beneficial.

1. On a 1" X 6" X 20" section of knot-free trim board, tape off the top 1" of board horizontally and prime the bottom 5". Let dry for 4 hours.
2. Remove horizontal tape and lightly sand the primed sections with fine grit sandpaper. Wipe clean.
3. Tape off a 7" section on the left and a 7" section on the right of the demo board. (see image below).
4. Apply Magnolia Home TD&C Satin paint to the left side of the demo board.
5. Apply Magnolia Home TD&C Semi-Gloss paint to the right side of the demo board.
6. Let dry for at least two hours, and then apply a second coat to each section, repeating steps 4 and 5.
7. Carefully remove the tape by gently scoring along the painted edge with a razor knife, then peeling.
8. Let dry for 24 hours.



Items for Demo Success

			
1" x 2" #2 Grade Pine Board cut to 20" SKU 5415682	Magnolia Cabinet & Trim Semi-Gloss SKU 1015723	Magnolia Cabinet & Trim Semi-Gloss SKU 1015722	Kilz 3 Premium Primer White SKU 1000199
			
Magnolia 2-1/2" Angle Paint Brush SKU 1897982	Paper Towel SKU 6028424	2" Wide Masking Tape SKU 1766856	Sanding Sponge SKU 1005784

Prices subject to change.

Project Demo Idea

Wrapped Clay Pot Instructions

The easiest way to get that hand-crafted look is to just use your hands and get crafty! With a little rope, a few minutes and some supplies from your local Ace, you can plus up some drab pottery in a truly unique way.

Supplies:

- (1) SKU: 71273 Rope Sisal 1/4" x 100'
- (1) SKU 7201833 Deroma 13.6" H X 16" D Clay Traditional Terracotta Planter
- Paint Clark+Kensington flat interior or exterior
 - Chef's Blend 26B-5
 - Pastel Delicioso 08A-1
- Hot Glue
- Any Plant

Steps:

1. Hot Glue the rope to the clay pot
2. Paint the rim of the clay pot
3. Let it dry for 2 hours and add your favorite plant

Tip: Always stir your paint before starting a project!



Video Link:

<https://tips.acehardware.com/videos/how-to-create-a-rope-planter/>

OR scan the QR Code



Market Your Event!

In-Store Signage:

Poster and end cap sign sent in March sign kit. Be sure to prominently execute all signage components.

END CAP



POSTER



SOCi Assets:

There are social options to promote your party.

1. We have a video carousel ad that will be advertised on your behalf if you opted in to the Party/SOCi LOI. You will see the creative in the 2024 March Community Calendar if you opted in to the Party/SOCi LOI. No action is needed if you opted in to the ad via the LOI.
2. We have a video (.mp4) file located in the SOCi 03-2023 Win the Month Library. If you missed the Party/SOCi LOI sign up, then please find the Spring Kick Off party video. You can post the video file organically, or use the SOCi BoostPlus or AdsPlus modules as options to advertise the event.

Highlighted Offers: These offers will be the main feature throughout marketing channels for the March Party. (Subject to change)

- Weber Genesis E-315 \$799
- Weber Spirit MAP Drop
- Free Assembly and Delivery
- Sauces and Rubs – Buy 4, get 10% off
- Ace Rewards Offer for Scotts- Spend \$150 Get \$25 Bonus Reward
- Paint Offers- 50% off Color Samples, BOGO on Clark + Kensington and Royal, \$10 Instant Savings on Magnolia
- Instant Savings on EGO

Looking to create your own assets? Logos and other creative is available in the brand folder! **Creative (External Only) > 2024 > Style Guides > Spring Kick-off**

